Robbins, Joanne

From: Marie McKechnie [mmckechnie@comcast.net]
Sent: Monday, May 18, 2009 4:23 PM
To: Robbins, Joanne
Subject: WELLNESS CITY CHALLENGE DRAFT PROCLAMATION
Attachments: WCC Proclamation.doc; Guidelines - Label Reading[2].doc; Lustig tri-fold[2].doc

Joanne:

It was good to talk with you today.

Actually, Rob Schroder, the Mayor of the City of Martinez, has challenged Your Mayor and City Council to accept the healthy eating guidelines promoted by the Wellness City Challenge in a Proclamation.

I have attached the draft copy of a Proclamation that is being used by the other cities in Contra Costa County that we discussed this morning. The other cities that have adopted, or will be adopting this month, similar proclamations include: Antioch, Brentwood, Clayton, Concord, Danville, Martinez, Oakley, Pleasant Hill, San Ramon, and Walnut Creek.

I have also attached a pamphlet and a copy of the Healthy Eating Guidelines and the Label Reading Guidelines established by the Wellness City Challenge for distribution to the members of the Council. Cindy Gershen, founder of Wellness City Challenge and owner/operator of Sunrise Bistro in Walnut Creek will be speaking more about the Wellness Challenge at the East Bay Division of the League meeting on Thursday at the Bistro if any representatives of Lafayette will be attending.

As I explained, I am a volunteer with WCC. I look forward to receiving the Proclamation at my home address: 338 Primrose Drive, Pleasant Hill, 94523 and I will see that it is filed with the others. You can contact me at 925/285-1756 if you have any questions or have any problems with the documents.

Thank you for your assistance with this Proclamation.

Marie McKechnie

The following is a

Proclamation of Support for the Wellness City Challenge

WHEREAS, the "Wellness City Challenge" concept is to create a viable, wellness action plan for (Name of City) and then to share this plan with other cities; and

WHEREAS, the "Wellness City Challenge" has adopted Healthy Eating Guidelines which include reading the label on all processed/packaged foods and watching for the following: no sugar in the first three ingredients, 3 grams of fiber per 100 calories, and no trans fat/hydrogenated oils ever; and

WHEREAS, over 10,000 families have been directly involved in the movement; and

WHEREAS, the City of (Name of City) wishes to support the "Wellness City Challenge" by encouraging its citizens to follow the Healthy Eating Guidelines; and

WHEREAS, the "Wellness City Challenge" movement has become a dynamic, positive, action plan, uniting the community on a foundation of health and wellness; and

WHEREAS, the effect of reeducating the residents of (Name of City) will result in a shift in the entire community.

NOW, THEREFORE, I, _____ , _____, on behalf of _____ do hereby declare our support and commitment to follow the "Wellness City Challenge" and adhere to the Healthy Eating Guidelines as established.

_____

Wellness City Challenge

BUILDING A HEALTHY COMMUNITY

www.wellnesscitychallenge.com

EATING HEALTHY GUIDELINES 101

Read the label on all processed /packaged foods
and follow these guidelines:

1. No Sugar or Sweetener in the first three ingredients. High Fructose Corn Syrup and Sucrose are the most common. There are over 40 names for sugar.

2. Look for 3 grams of whole grain fiber per 100 calories.

3. NO Trans fat or hydrogenated oils – ever.

Don't be fooled by organic sugar –
sugar is sugar!

Make these three small and simple changes
and experience big changes in your life.
Remember to eat more food grown **on** plants (fruits
and vegetables) and less food grown **in** plants
(processed and packaged food).

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LABEL READING GUIDELINES 101

1. Start with the ingredient list
   A. If Sugar (in its many names) is in the first 3 ingredients, it's considered dessert. Pass it up – it's not a snack or a meal. Look for natural, unrefined sugars (honey, maple syrup, agave). Dessert is fine to eat as dessert, not as a meal.
   B. Refined Sugar or High Fructose Syrup – pass it up.
   C. Partial or Fully Hydrogenated Oil (trans fat) – pass it up. This is often found in foods for prolonged shelf life.
2. Check serving size and calories
   How many servings does this container hold?
   Look for grams of:
   A. FIBER: Whole grains – 3 grams or more for 100 – 120 calories
   B. SODIUM/SALT: under 250 mg per serving
   C. FAT: 1/3 of calories per serving (except nuts and nut butter)

   In order to lower your fat intake – choose low-fat or non-fat dairy.
3. Don't recognize an ingredient – DON'T eat it!

A Doctor's Opinion

Food Processing and Obesity

Robert H. Lustig, M.D.
Professor of Clinical Pediatrics, Division of Endocrinology
Director, Weight Assessment for Teen and Child Health
University of California, San Francisco

The American population weighs 25 pounds more than it did just 30 years ago. You can see the evidence anywhere – the mall, Disneyworld or your own neighborhood. These extra pounds have led to skyrocketing increases in heart disease, hypertension, Type 2 diabetes, and many other challenging health conditions. By 2030, one-third of adult Americans are predicted to be diabetic.

Nowhere has this weight burden been more obvious than in our nation's youth - 10% of preschoolers, 25% of elementary school, and 33% of teenagers are tipping the scales. Thirty years ago, no one ever heard of Type 2 diabetes in children. Now, 1 out of every 4 children with diabetes is Type 2. The childhood obesity epidemic is having disastrous consequences. This current generation is the first in history that is predicted to die younger than their parents.

In order to prevent and/or treat obesity, we have to get the triglycerides and the insulin down. But what caused them to go up? Short answer – food processing. Food processing has dramatically and directly affected our biochemistry.

It can be summed up by looking at two primary downsides of food processing:

1. **Sugar** Sugar is either sucrose (cane or beet sugar, composed of 50% glucose and 50% fructose), or high-fructose corn syrup (HFCS, composed of 45% glucose and 55% fructose). For lay purposes, both sugar sources are equivalent. Both are equally bad. **Fructose is the problem.** The fructose is what makes sugar sweet. But due to its unusual biochemical properties, fructose has been shown to increase the liver's production of triglycerides, and induce liver insulin resistance (making your liver sick), driving your insulin levels up; both of which contribute to the obesity epidemic. Fructose has been added to all processed foods. Look at the label. The food industry says fructose improves palatability, it's a better browning agent, and it holds onto water, keeping things moist. But it is there for only one reason - it makes you buy more! Soda, juice, and sports drinks are merely fructose delivery vehicles. Water is the perfect beverage; it has everything you need, and nothing you don't. Two simple rules: 1) If it's a liquid, look at the calories. 6 or more, leave at the store! Milk is the only exception. 2) If it's a solid, look at the ingredients. If any form of sugar is one of the first three ingredients, it's a dessert!

2. **Fiber** Fiber is the antidote to sugar. I like to tell my patients, "When God made the poison; he packaged it with the antidote". Wherever there is sugar in nature, there is way more fiber. Sugar cane is a stick; you can't even chew it! Fruit has way more fiber than fructose. Fiber slows sugar absorption from the gut into the bloodstream; so the liver has a chance to process the fructose, so the triglycerides are lower and the insulin rise is lower. Fiber also moves food through the gut faster. This leads to faster satiety, which reduces the number of second portions. Unfortunately, fiber doesn't freeze; when you thaw it, it gets gunky. The food industry knows this; so they remove fiber to allow for freezing, and to increase shelf life. **"Fast food" is "fiber less food"**, which makes it doubly bad. The answer here is: Eat your carbohydrates with fiber. Two simple rules: 1) if it's a solid, look at the fiber. 3 gm or more is good. 2) Eat the fruit, don't drink the juice! Be careful, adding cereal fiber to processed food doesn't do the job. The fiber must cover the starch or sugar molecules to reduce the rate of its absorption (i.e. whole grains), as it does with whole food.

So in order to fight obesity, we must eliminate our intake of processed foods. We need to eat the way our grandparents did. We need to eat whole grains, fruits and vegetables, and a lot less sugar. And we need to relearn how to cook. Because the shelf life of fresh foods is much shorter, eating this way can cost more but what is the alternative?

In order for America to win the battle of obesity, we're going to have to undo the damage that the food industry has done.

40 Ways to Say Sugar

barley malt, beet sugar, brown rice syrup, brown sugar, cane juice, confectioner's sugar, corn sweetener, corn syrup, date sugar, dextrin, dextrose, fructo-oligosaccharides, evaporate cane juice, fruit juice concentrate, galactose, glucose, fructose, corn syrup, honey, invert sugar, lactose, malted barley, maltitol, maltodextrin, maltose, mannitol, maple sugar, maple syrup, microcrystalline cellulose, molasses, polydextrose, powdered sugar, raisin juice, sorbitol, succanat, sucrose, sugar cane, turbinado sugar, white sugar, xylitol.

Adapted from *Potatoes not Prozac*, K. DesMaison, 1998

While not all sweeteners are created equal, the simple fact that we eat an abundance of sugar and sweeteners (156 pounds a person per year). The first step toward turning around this habit is to recognize the sugar and sweeteners in the foods you choose.

Eat and Learn Road Show at Your Location

If you are interested in hosting an Eat and Learn Road Show, please contact:
Cindy Gershen 925.360.8543
sunrisecatr@aol.com

Cost includes: $250 for a 1 ½ hour East and Learn Show
+ Food Costs
+ Travel Expenses

Healthy Recipes

Roasted Vegetables

Plan to use 1 cup of vegetables per person. Use a variety of vegetables, a variety of 5 works well. Cut vegetables into 2" pieces. Harder vegetables such as carrots, beets, Brussel sprouts should be poached for 3 minutes prior to roasting. Mix vegetables together in a bowl with 1 tsp. of oil per cup of vegetables. Sprinkle with salt and spread on a cookie sheet. Don't pile. Cook until browned at 450 degrees.

Sunrise Granola

2 cups oats
½ cup oat bran
½ cut wheat bran
¼ cup wheat flour
1 ½ cups mixed seeds and nuts (raw)
1 tablespoon cinnamon
1 tablespoon vanilla
½ cup oil (rice bran or canola)
½ cup honey

Mix all together in a large bowl. Spread on a cookie sheet and bake at 325 degrees for 20 minutes – stirring every 5 minutes. Cool for 5 hours until dry and store in airtight container for up to 1 week. Optional: add dried fruit in last 5 minutes of baking time.

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Consider How & What We Feed Ourselves

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